

ABSTRACT

Sobat IndiHome is a new digital sales program formed by PT Telkom Indonesia, Tbk which was established in 2018. Sobat IndiHome has a superior value because the IndiHome internet service package offered is much cheaper and there are many bonuses that can be obtained if transactions are made through Sobat IndiHome. In line with the development of time, other internet services began to grow, as competitors in Bandung. This can be considered a threat to the existence of Sobat IndiHome who still do not have digital promotion media or social media to promote their products. To prevent this, it is necessary to make a promotional design through Sobat IndiHome social media to increase Brand Awareness. This type of research is qualitative with the object of research is Sobat IndiHome. Data were collected through interviews, observations, documentation, literature studies, and existing studies, then STP analysis was carried out as a basis for designing promotional design concepts. The concept of designing promotions through TikTok social media as an effort to increase Brand Awareness, with the aim of building good relationships with customers through content that has been created on TikTok. The concept is implemented in creative and media strategies. The results of designing promotions through social media in this study, show that TikTok is the main social media marketing. With the support of the keyword is "Attractiveness" so that it can build consumer interest in Sobat IndiHome. Social media Tiktok Sobat IndiHome and the content in it are expected to form a good perception of a product that is increasingly known to the public, so that brand awareness can occur.

Keywords: *Design, Social Media Marketing, Brand Awareness*